

The Operational Flowchart

Phase 1: Inbound & Payment (The Filter)

Don't print until you are paid. "Cash on Delivery" at a drop zone is a recipe for students ghosting you.

1. **Order:** Customer browses your site -> Clicks "Buy via WhatsApp".
2. **Auto-Reply:** "Thanks for the order! Total is ₹[Amount]. Please pay via UPI to [Your Number] to confirm. Orders placed before 12 PM get delivered TODAY at 5 PM."
3. **Verification:** User sends screenshot -> You tag them in WhatsApp Business as "**Paid - Ready to Print**".

Phase 2: Production & "The Vijaya Sandwich"

Since you are using 300gsm paper, you can print in batches.

1. **12:30 PM:** Send files to the printer (Saraswathipuram).
2. **2:00 PM:** Pick up prints.
3. **Packaging (The Factory Hack):**
 - Use the 12.5 x 17 inch boards from your mom's factory.
 - **Optimization:** Buy a generic "Fragile / Do Not Bend" rubber stamp (₹150). Stamp the cardboard. It makes the scrap packaging look intentional and branded.
 - **The Weatherproofing:** Since it's Mysore and it rains unpredictably, ensure the outer tape seals the edges fully so no water seeps into the sandwich.

Phase 3: The Logistics (The Activa Loop)

Don't use Live Location for everyone individually; it drains battery and is confusing. Use **Status Updates**.

1. **4:00 PM:** Load the Activa.
2. **4:15 PM:** Update WhatsApp Status: "Out for Delivery! 🛵 Drop Zone 1 (SJCE): 4:30 PM. Drop Zone 2 (VidyaVardhaka): 5:15 PM."
3. **Direct Message:** Send a **Broadcast Message** to the "Paid - Today" list: "I'm leaving now. See you at the Canteen Parking in 20 mins. Look for the Grey Activa."

Phase 4: The Drop (The "Campus Dealer")

This is the most critical part. You need to be fast.

1. **Park & Post:** Park at the designated spot. Send a photo of your bike/location to the Broadcast list.
2. **The Handover:**
 - Student arrives.
 - Ask: "Name and last 2 digits of phone number?" (Faster than checking order IDs).
 - Hand over the "Sandwich."
3. **The Upsell:** Keep 5 extra "Bestseller" posters (Luffy/Zoro/JDM) loose in your bag. If someone comes with a friend, say: "I have an extra Zoro poster, usually ₹99, take it right now for ₹80." (Impulse cash sale).






Optimizing the "Scaling" (20+ Orders)

Your plan to switch to Swiggy/Dunzo is good, but expensive for low-margin items. Here is the **better logic**:

- **< 20 Orders/day:** You do the Aactiva Run (Profit Max).
- **20 - 50 Orders/day: Don't use Swiggy yet.** Hire a college junior (someone with a bike looking for pocket money). Pay them ₹200 + Petrol for the 2-hour delivery loop. This is cheaper than 20 Swiggy Genie fees (20 x ₹50 = ₹1000).
- **Urgent/One-off Orders:** Only use Swiggy Genie/Dunzo if the customer agrees to pay the delivery fee.
 - Script: "Free delivery is only at the Drop Zone at 5 PM. If you want it delivered to your doorstep right now, I can Dunzo it, but it costs ₹60 extra. Shall I proceed?"

The "Tech" Stack for One Person

You need to organize the chaos on WhatsApp. Use **WhatsApp Business Labels**:

1.  **Pending Payment:** (They asked, haven't paid).
2.  **Paid - Print Pending:** (Money received, need to go to shop).
3.  **Printed - To Pack:** (Prints are sitting on your desk).
4.  **Out for Delivery:** (Currently in your Aactiva crate).
5.  **Completed:** (Delivered).

Cost Analysis (Per ₹249 Order - 3 Posters)

Item	Cost
Printing (3 x ₹14)	₹42
Packaging (Scrap Board + Tape)	₹2
Fuel (Aactiva - Batch delivery)	₹5
Total Cost	₹49
Selling Price	₹249
Net Profit	₹200 (80% Margin)

Trending 50 titles in this area right

Rank	Poster Title	Category	Why It's Selling Fast in Mysore Colleges
1	Demon Slayer: Kimetsu no Yaiba (Tanjiro & Nezuko)	Anime	Emotional family arc + sword fights; 100K+ Reels views locally.
2	Jujutsu Kaisen (Gojo Satoru)	Anime	Power fantasy for engineering students; viral TikToks.
3	One Piece (Luffy Gear 5)	Anime	Freedom theme resonates; bundle with Straw Hat crew sells 3x faster.
4	Attack on Titan (Eren Jaeger)	Anime	Epic battles; post-finale nostalgia spike.
5	Naruto (Naruto Uzumaki Sage Mode)	Anime	Underdog story; classic for freshers.
6	My Hero Academia (Deku & All Might)	Anime	Hero motivation; gym/hostel decor staple.
7	Chainsaw Man (Denji & Pochita)	Anime	Edgy anti-hero; new movie arc hype.
8	Spy x Family (Anya Forger)	Anime	Cute family vibes; girls' hostels love it.

9	Death Note (Light Yagami)	Anime	Moral dilemmas; debate club fave.
10	One Piece Wanted Posters Bundle (Luffy Gang)	Anime Bundle	Themed pack; 649 bundle clears 50/week.
11	Pushpa 2: The Rule (Allu Arjun)	Telugu Movie	Mass action; 212K likes on first-look poster.
12	Devara (Jr NTR)	Telugu Movie	Epic drama; 162K poster likes, local Telugu crowd.
13	The Devil (Darshan)	Kannada Movie	Mysore boss hype; 25L+ bookings, 4 screens running.
14	James (Puneeth Rajkumar)	Kannada Movie	Power Star legacy; all-time grosser in Mysuru.
15	Varanasi (Vijay Deverakonda)	Telugu Movie	Youth romance; 149K poster likes.
16	Kalki 2898 AD (Prabhas)	Sci-Fi Movie	Futuristic epic; college fest screenings.
17	Salaar (Prabhas)	Action Movie	Revenge saga; bulk buys for hostels.
18	Leo (Vijay)	Tamil Movie	Intense thriller; Tamil student surge.

19	Jawan (Shah Rukh Khan)	Bollywood	Patriotic vibe; SRK fever post-Pathaan.
20	Animal (Ranbir Kapoor)	Bollywood	Raw emotion; debate in lit clubs.
21	KGF Chapter 2 (Yash)	Kannada Movie	Rocky Bhai icon; local pride.
22	Kantara (Rishab Shetty)	Kannada Movie	Cultural folklore; eco-club picks.
23	RRR (NTR & Ram Charan)	Pan-India	Friendship anthem; Oscar buzz lingers.
24	Interstellar (Minimalist Space)	Hollywood	Sci-fi deep dives; physics dept must-have.
25	Spider-Man: No Way Home (Tom Holland)	Hollywood	Multiverse fun; geek culture.
26	The Pursuit of Happyness (Will Smith)	Motivational Movie	Grind mindset; startup club walls.
27	"Dream Big" Quote (with Stars)	Motivational	Generic inspo; sells to 1st-years.
28	"Mindset is Everything" (Carol Dweck)	Motivational	Exam season booster; 500+ Amazon sales/month.
29	APJ Abdul Kalam Portrait	Celebrity/Inspo	Missile Man legacy; eng students.

30	Virat Kohli (Cricket Pose)	Sports	King Kohli; cricket fever in VV Puram.
31	MS Dhoni (Captain Cool)	Sports	Leadership icon; management hostels.
32	PV Sindhu (Smash Pose)	Sports	Girl power; sports quota students.
33	Bhagat Singh (Revolutionary)	Historical	Freedom fighter; history buffs.
34	Swami Vivekananda Quote	Spiritual/Motiv	Youth energy; cultural fests.
35	Elon Musk (Rocket Launch)	Tech Celebrity	Innovation inspo; MIT/SJCE crowd.
36	Your Name (Makoto Shinkai)	Anime Movie	Romantic tears; couples' orders.
37	A Silent Voice	Anime Movie	Bullying/redemption; counseling groups.
38	Steins;Gate (Okabe Time Leap)	Anime	Time travel nerds; sci-fi clubs.
39	Fullmetal Alchemist: Brotherhood (Ed & Al)	Anime	Brotherly bonds; emotional sales.

40	Tokyo Revengers (Mikey)	Anime	Gang loyalty; streetwear vibe.
41	Avengers: Endgame (Team Assemble)	Hollywood	Epic team-up; group hostel buys.
42	Dune Part 2 (Paul Atreides)	Hollywood	Desert epic; lit society.
43	Oppenheimer (Atomic Blast Minimal)	Historical Movie	Science drama; chem/physics depts.
44	Bugonia (2025 Release Art)	Hollywood	Fresh buzz; MUBI top poster.
45	Hard Truths (Mike Leigh)	Indie Movie	Relatable struggles; film clubs.
46	Rajkumar (Dr Rajkumar Classic)	Kannada Legend	Evergreen; old-school Kannada pride.
47	Yash (Rocky from KGF)	Celebrity	Rocky Bhai solo; mass appeal.
48	Allu Arjun (Pushpa Style)	Celebrity	Stylish swagger; dance teams.
49	Shah Rukh Khan (Dilwale Dulhania)	Bollywood Classic	Romance king; nostalgia for seniors.
50	F1 Team Bundle (Mercedes or Ferrari Cars)	Sports Bundle	Speed thrills; auto club; 649 pack killer.

